Abstract

A CPU 211 determines whether an acquired image file GF is a JPEG data storage file or a TIFF data storage file. In the case of the

5   JPEG data storage file, the CPU 211 subsequently determines coexistence of marker segments APP0 and APP1. In the case of no coexistence of the marker segments APP0 and APP1, the CPU 211 detects a marker segment APP6 and retrieves to obtain GI data GIapp. In the case of no detection of the marker segment APP6, the CPU 211

10 retrieves to obtain either GI data GItiff or GIexif from a GI tag or an Exif tag of the marker segment APP1. The CPU 211 executes image quality adjustment of JPEG data with the obtained GI data.